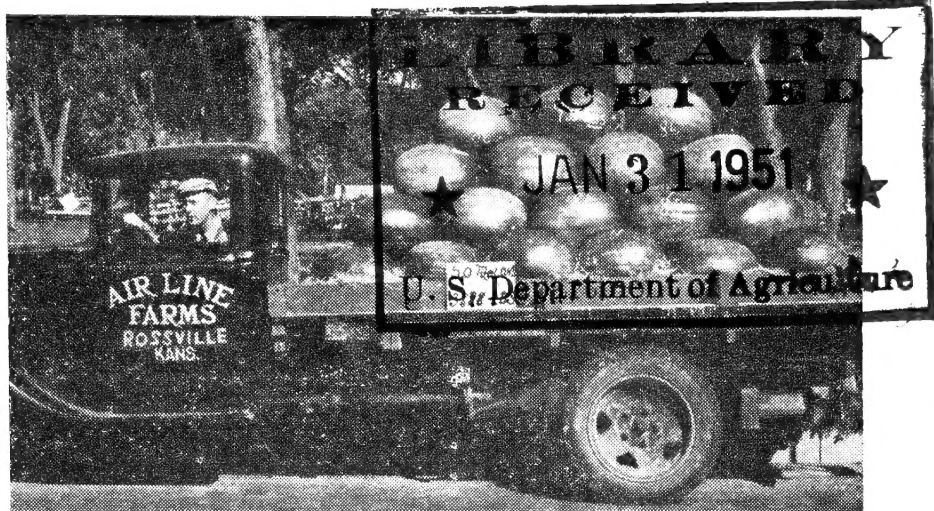


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50 Melons--Almost 2 Tons

A Load of Fancy

Air Line Hybrid

and

**Air Line Hybrid Jumbo
Melons**

**Only 4 melons high, yet two feet
above the top of the cab**

The Air Line Farm

Rossville, Kansas

(Formerly Clay Center, Kansas)

**ORIGINATORS OF AIR LINE HYBRID
WATERMELON SEED.**

Why Should I Plant Hybrid?

Do you remember, years ago, when the melons you raised or purchased, were entirely different varieties than the ones now on the market? And they were good, big,—and they were sweet. What happened to them? **THE ANSWER IS SEED.**

Seed houses hired farmers to grow seed for them at from 20 to 35 cents per pound, which they in turn sold for perhaps \$2.00 up. The farmer quite naturally marketed his early melons, his big melons and his best melons, and **from the remaining late culls**, saved the seed to sell to the wholesale seed merchant,—who “grows our own seed” and had pictures taken in the farmer’s field to prove it. Because a cheap method of saving the seed was necessary, the threshing machine came into use, and **into this machine went everything that even looked like a melon.** Small ones, ill-shaped ones, hard white centered ones. The result was of course, that in time, “**LIKE PRODUCED LIKE.**” The seed ran out.

New, reliable varieties have not been produced, and melon growers over the country are desperately trying to raise good melons from seed that **simply will not produce good melons.**

Realizing these very facts, we started, years ago, a program of cross pollination. We believed in hybridization, and we stayed with it—through many mistakes—until we produced a new type melon. This new melon is really extraordinary in size, in flavor and in productivity. By eliminating the objectionable features of some melons, and inbreeding the good qualities of others, our hybrids do well, **even in heavy ground**, although of course, a rich sandy loam is better. **Our hybrids are planted successfully in more than 40 states in the U. S. and in foreign countries.**

OUR SEED IS HAND SAVED

One man opens every melon we save for seed. Every melon must be perfect in shape, cut blood red, and be extra large. The melon must not be stringy in texture, must not be over-seeded, and the rind must be thin. No culls, no odd shaped melons. **Every one must be perfect.** Remember—“**LIKE PRODUCES LIKE.**”

The very first melons to ripen go into the seed.

Read our testimonials. We have dozens of unsolicited ones. Look at the cut of a load of melons on the front of this little circular. Did you ever before see a load of melons hauled without benefit of sideboards? Only 50 melons, yet they weigh almost two tons. We hauled that load of melons to Nebraska and marketed them, after racing two afternoon in a novelty race. at a county fair with the load **JUST AS PICTURED.**

OUR AIM IS NOT TO WORK UP A BIG SEED BUSINESS BY PRODUCING MORE SEED FOR LESS MONEY. OUR AIM IS TO PRODUCE THE FINEST MELON SEED THAT CAN BE PRODUCED, AND AT A FAIR PRICE.

The Result of 25 Year's Effort

HYBRID MELONS NOT AN EXPERIMENT

For 25 years we grew melons commercially,—20 to 60 acres every year. For 20 years we have worked on our hybrids. We have studied the melons and melon methods, right in the fields of the best melon growing states. We have experimentally exchanged seeds with South American and European countries.

We do not irrigate, we do not fertilize our ground. We pinch off no blossoms nor extra melons in order to grow "show" melons. We "feed" no vines to make them grow large melons. Our vines must produce **"the hard way,"** in order to meet our specifications. Our farm is North almost to the Nebraska line,—generally considered clear out of the melon country, yet we are certain that we produce the **largest average sized melon in the entire United States,**—excepting of course the low grade Jumbo types, grown for size only.

For years we sent melons from coast to coast, and we sold many carloads and truck loads into the states of Kansas, Missouri, Colorado, Nebraska and South Dakota. Our melons have won first prizes in county and state fairs. We are not amateurs. We believe we know the melon game. We believe we know melon seed. **WE GROW AND MARKET OUR OWN SEED EXCLUSIVELY.**

At present prices of labor, printing, etc., the production of seed is not profitable. It is not possible of course, to cut up 50 to 100 pound water-melons, worth at the very least, two cents a pound (and remember that it takes about 5 of these large melons to make a pound of seed)—sell the seed for \$6.00 per pound, and expect to make a fancy profit. But we have customers who have used our seed for years, and we don't want to quit now,—just because of the lack of profit. We realize that times may change,—and then we will be happy to have our old customers.

A FEW HYBRID SEED FACTS

1. Planting one colored seed may produce the opposite colored seed.
2. Seed from a long melon may produce a round melon or vice-versa.
3. Striped melons may produce green or white melons and vice-versa.
4. Different colored seeds sometimes occur in opposite ends of the same melon.
5. Whatever you do, **do not try to save your own seed from these melons, more than one year.** Play safe and buy new seed each year. The expense is trifling.
6. Order now. We have never yet produced enough hybrid melon seed.

EVERY OPERATION IN THE PRODUCTION OF AIR LINE SEED IS BY HAND.

Our Air Line Hybrid

This is our feature watermelon. We originated it, and were proud enough of it, to give it our name. We think it is the prize No. 1 melon of the melon world. It has everything that a good and profitable melon should have, size, shape, quality and productivity.

Based on the good old black seeded Glozier to which was added the white seeded Irish Gray, the brown seeded Tom Watson and the white seeded Rattlesnake. We are now mingling a bit of Paragon, which causes some of the seed to be very small, and causes all of the seed to be some smaller than in former years.

About one half of 1 percent "throw back" to white melons. The balance are dark green, light green, striped or mottled. About thirty percent are round, about 50 percent or oblong, and the balance are long. By oblong, we mean longer than they are round,—but very perfect in shape, as they do not vary in size on either end.

Seed—all colors. **Shape**—perfect. **Quality**—excellent. **Flesh**—very dark red. **Rind**—very thin but tough enough to stand severe shipping. **Matures**—very early, often 10 days before most standard melons.

No Air Line Hybrid seed is saved from any melon under 40 pounds. **Average weight**—30 to 30 pounds.

Per pound	-----	\$6.00	Postpaid
$\frac{1}{2}$ Pound	-----	3.15	Postpaid
$\frac{1}{4}$ Pound	-----	1.65	Postpaid

Approximately 4500 seeds to the lb.

Due to excessive rainfall and abnormally cool weather, the season of 1950 was the poorest ever on record for melons in many sections of the U.S.

Our supply of seed for the coming year is less than half our normal supply. Don't wait! Order your seed at once.

The Hybrid Jumbo

We include 75 seeds of this monster melon, as nearly everyone wants to grow a few "whoppers." This is a very imperfect hybrid and many will throw back to pure Jumbo,—the King of the Monsters. A single vine often produces more than 250 pounds of melon, and hundred pounders are not infrequent.

Seed—large and brown black. **Matures** rather late. **Flesh**, dark red. **Rind**, medium to thick. **Quality**, fair.

(Note—after these melons appear ripe, and cut red, it is advisable to leave them on the vines

another 2 weeks. They will not get over-ripe, and will improve in quality.

Per pound	-----	\$6.00	Postpaid
$\frac{1}{2}$ pound	-----	3.15	Postpaid
$\frac{1}{4}$ pound	-----	1.65	Postpaid

The Improved "M. M." or Butter Ball Muskmelon

A super developed muskmelon,—the result of 20 year's extravagant seed selection. For years, we have saved the seed from but one melon out of many. The result is a really SUPER-DEVELOPED MELON.

Very large, often 10 to 16 pounds. The meat is so thick that there sometimes seems no room inside for seed. Golden in **color**, slightly ribbed to deep ribbed. **Quality**, supreme. Matures **very** early. Not a good shipper, but fine for local market or roadside stand. 100 seeds included in every Air Line Complete Seed Packet.

Per pound	-----	\$4.00	Postpaid
$\frac{1}{2}$ pound	-----	2.15	Postpaid
$\frac{1}{4}$ pound	-----	1.15	Postpaid

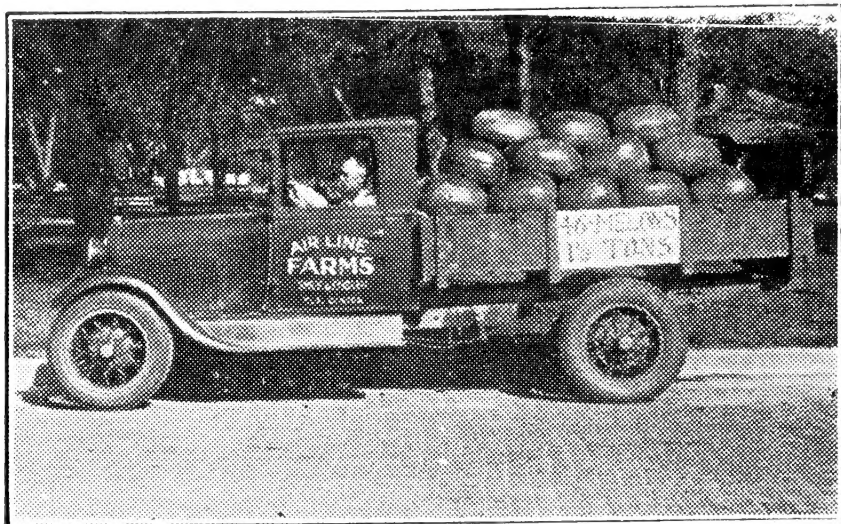
Our New Green Meated "Sugar" Cantaloupe

Many years ago, the original Rocky Ford green meated cantaloupe was the most popular cantaloupe on the market, and was superb in quality. But many growers wanted a larger melon, and the large salmon fleshed cantaloupe came into production. But for **REAL** flavor, the small "nutmeg" green fleshed, original Rocky Ford has never been surpassed. Present day salmon fleshed melons have sacrificed quality for size. Realizing this, we started several years ago a process of **down breeding** the only green meated cantaloupes we knew of.

This is our third year on the market with the seed. We are quite proud of it. We think it is the most delicious cantaloupe on the market. Without fail, when we sell a customer this cantaloupe, we can never sell him any other kind. The melon is small. It is not a pretty melon, even after it is opened. But once tasted, this little green meated melon will cause you to forsake all others. It matures very early, and is the most productive cantaloupe vine we have ever grown.

100 of these seeds included in every Complete Air Line Seed Packet.

Per pound	-----	\$4.00	Postpaid
$\frac{1}{2}$ pound	-----	2.15	Postpaid
$\frac{1}{4}$ pound	-----	1.15	Postpaid



46 MELONS — 1½ TONS

The above load of Air Line Hybrid was our first "show" load of hybrid melons, taken nearly 20 years ago. This load, averaging only 65 pounds to the melon, caused such wide spread comment, and such demand for seed, that we decided to go into the seed business. Since that time, we have so improved our seed, that a 65 pound average show load, would seem rather small.

Many families spend more money for water-melons and cantaloupe, than the value of their entire garden, including their potatoes, yet they plant no melons.

We have seed customers who write us that they sell as much as \$100.00 worth of melons from a single dollar's worth of our seed, after using all they want, and giving many away.

We have furnished many loads of melons to out of the state customers, who demanded and received loads of our hybrids which averaged 50 pounds, 60 pounds and even 75 pounds to the melon.

An ordinary acre of just fair melons should produce from \$200.00 to \$300.00 to the acre,—even in the melon country, where melons do not exceed 2c per pound. We consider 10 tons to the acre to be very ordinary, 12 tons to the acre to be fair, and 15 tons to the acre to be good. 20 tons to the acre is excellent and is raised in the best years, by best growers.

If you can raise 15 tons to the acre, and can market them at 2c per pound, the crop will pay you \$600.00 per acre.

Why don't you try an acre or two of melons? Or maybe let the boy raise them and operate a road side stand? Follow our directions and raise a surprising and highly profitable crop, almost anywhere that good corn will grow. It's FUN, it's PRACTICAL, it's PROFITABLE.

Most people who try to grow melons and fail, do so because they are too busy or too lazy to properly tend them, or just don't know how to raise them. We can't tend them for you, but our instruction sheet,—“The Air Line Way” will surely tell you how to successfully raise them.

ORDER BLANK

To

The Air Line Farm

ROSSVILLE, KANSAS

(Formerly Clay Center, Kansas)

Enclosed find \$_____ (Cash—Money Order—Bank Draft—Personal Check)

for which, send me Postpaid, Number_____complete AIR LINE SEED PACKETS, consisting of
2 varieties of Hybrid Watermelon Seed and 2 varieties of Cantaloupe Seed, together with your Instruction
Sheet, "The Air Line Way."

SEE OUR CIRCULAR FOR PRICES ON SEED IN BULK

I saw your advertisement in

Name—Please Print

Name of Magazine

RFD

Town

State

(OVER)

WHAT OUR COMPLETE AIR LINE SEED PACKET

CONTAINS FOR \$1.00

1. 400 (Approximately) AIR LINE HYBRID WATERMELON SEEDS.
2. 100 (Approximately) HYBRID JUMBO WATERMELON SEEDS.
3. 100 (Approximately) Improved "M. M., or "BUTTER BALL" MUSKMELON SEEDS.
4. 100 (Approximately) Green Meated SUGAR CANTALOUPE SEEDS.
5. Instruction Sheet "THE AIR LINE WAY". Full instructions for planting and tending melons and treating the diseases of melons. A SURE FIRE way to raise big watermelons, where you may never before have raised them.

GUARANTEED TOTAL 700 SEEDS

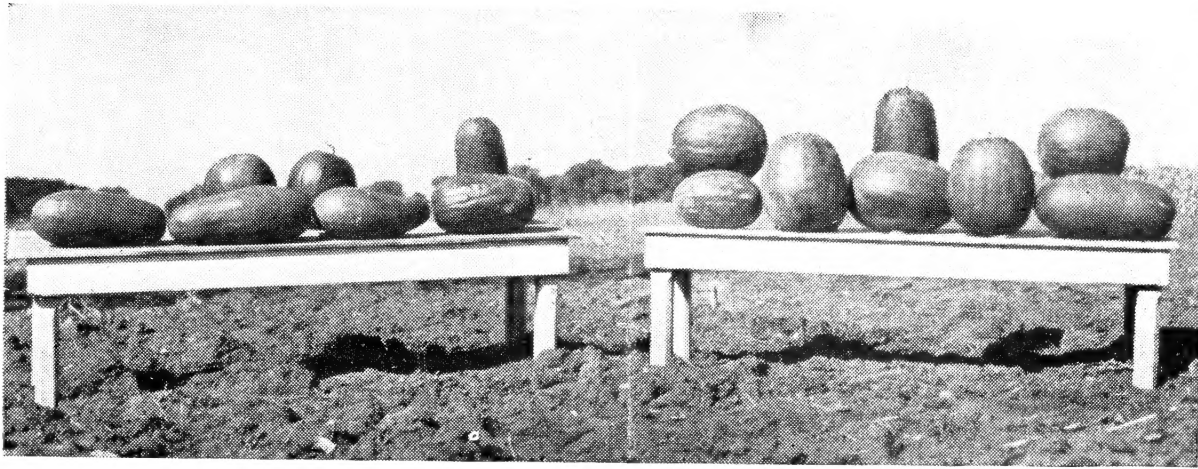
For large users, here is our Special Offer:

- 4 complete AIR LINE SEED PACKETS (2800 Seeds)\$3.00
- 7 complete AIR LINE SEED PACKETS (4900 Seeds)\$5.00
- 15 complete AIR LINE SEED PACKETS (10,500 Seeds)\$10.00

NO ORDERS FILLED C. O. D. Just put a Dollar Bill, Bank Draft, Money Order or Personal Check in an envelope, together with this order, and mail it TODAY. Don't delay. More than 500 customers were unable to get seed in 1950.

(OVER)

"Ordinary" Seed vs. Hybrid Seed



In the spring of 1944, we purchased 3 packets of "ordinary" watermelon seed, put up by a very prominent seed distributor,—one each of Tom Watson, Kleckley Sweet, and Triumph (or Florida Giant, or Black Diamond,—but known locally as Triumph), and we planted one hill from each package. Side by side, we planted 3 hills of our own Air Line Hybrid seed. They were planted in our garden, away from other melons and they were tended identically. On the same day in September, we gathered all of the melons on the 6 vines, weighed them, and took this picture. There were a few small ones on the vines, but inasmuch as we do not consider a melon under 25 pounds to be marketable, these were not considered.

No remarkable melons were produced,—but **THE DIFFERENCE IS MOST REMARKABLE.** Just take these results and multiply by the number of hills to the acre, and the answer will certainly astonish you.

Three hills of AIR LINE HYBRID melons out-produced the "ordinary" hills by **172 pounds. At 2c per pound that is a difference of \$3.44.** Now multiply this result by say 600 hills to the acre.

Unfair? Probably so. Test plots generally are. Our melons have never averaged 193 pounds to the hill, and doubtless never will,—on a larger acreage. However, we have had hills that produced far more than 193 pounds of melons.

WE HAVE SHOWN THE RESULTS OF THIS LITTLE GARDEN TEST PLOT FOR JUST ONE REASON,—IF YOU ARE GOING TO PLANT A SMALL GARDEN PATCH OR A LARGE ACREAGE,—WHY NOT PLANT THE SEED THAT "BRINGS HOME THE BACON?"—HYBRID SEED DOES JUST THAT.

Here is the tabulated result of our little test plot. Look it over, and **WHEN YOU GET READY TO BUY YOUR SEED—remember AIR LINE FARM, ROSSVILLE, KANSAS.**

On the left—(ordinary seed) 3 long Tom Watsons (front 3 left). Two of these melons were very odd shaped, and one was white centered and hard. 33 lbs., 32 lbs. and 30 lbs.

In the rear, left—2 Triumph melons, 30 lbs. and 27 lbs. Neither melon was comparably sweet, but both were good enough shape and were "red meated."

On the right—Kleckley Sweet, 33 lbs. and 29 lbs. Both melons were fine, sweet melons, fair shape and salable. However, both melons had badly separated hearts, which if "plugged into," would have caused any buyer to have rejected the melon as not good. (In fairness, the Kleckley Sweet had an extra melon which weighed 18 lbs., that was a good melon, and did not have a separated heart.)

Total weight—7 melons—215 lbs.

On the right—Air Line Hybrid. Eight melons—weights 57, 26, 63, 54, 55, 51, 38, 42 lbs.

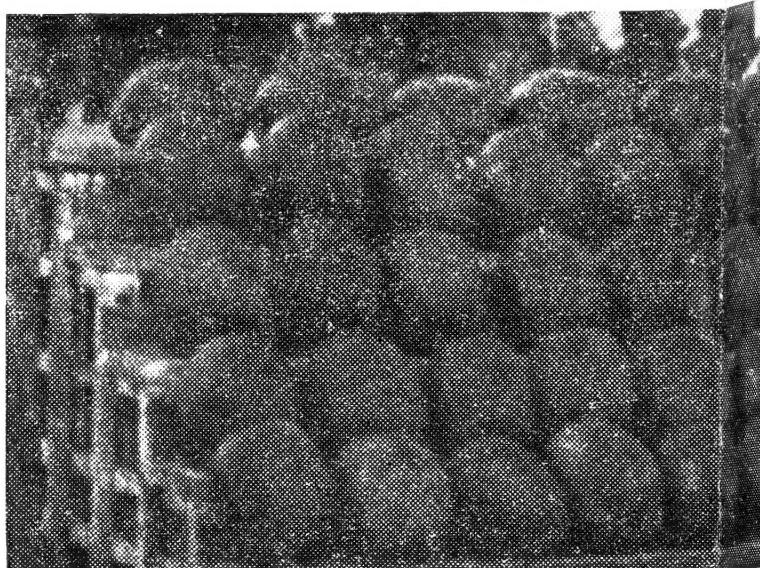
Every one of these melons was a beautifully shaped, perfect melon in every respect.

Total weight, 8 melons, 387 lbs.

ON JUST 3 HILLS, OUR AIR LINE HYBRIDS PRODUCED MORE THAN ENOUGH EXTRA POUNDS OF MELONS, AT 2c PER POUND, TO PLANT A WHOLE ACRE OF OUR HYBRID SEED.

If you had anticipated planting just a small patch for your own use, why not get some **extra** seed, and raise some to sell? **WATERMELONS PAY AN ENORMOUS AMOUNT PER ACRE, COMPARED TO ALMOST ANY OTHER FIELD CROP.**

A Rack of Extra



58 WATERMELONS—TOTAL WEIGHT 5200 LBS.

(Melons like these go into our regular
Air Line Seed Packets)

What each complete Air Line Seed packet contains: (approximately)

400 Air Line Hybrid Watermelon seeds, $1\frac{3}{8}$ ounces	
100 Hybrid Jumbo Watermelon seeds -- $\frac{1}{4}$ ounces	
100 Improved "M.M." or Butter Ball Musk- melon Seeds -----	1 $\frac{1}{16}$ ounces
100 Green Meated Sugar Cantaloupe Seeds -----	1 $\frac{1}{16}$ ounces
700 Seeds	Total ----- $1\frac{3}{4}$ ounces

OUR PRICE

(approximately)

4 complete seed packets gives you
2800 seeds or ----- 7 ounces for \$ 3.00

7 complete seed packets gives you
4900 seeds or ----- 12 ounces for \$ 5.00

15 complete seed packets gives you
10500 seeds or ----- 1 lb. 12 oz. for \$10.00

Figure approximately:

4500 Air Line Hybrid watermelon seeds to the pound.

4200 Hybrid Jumbo watermelon seeds to the pound.

15000 Cantaloupe seeds to the pound.

Thus—15 Complete Air Line Seed packets for \$10.00 brings you:

6000 Air Line Hybrid Watermelon Seeds—
(plus over-run) . . approximately 6150 seeds

1500 Hybrid Jumbo Watermelon Seeds—
(plus over-run) . . approximately 1650 Seeds

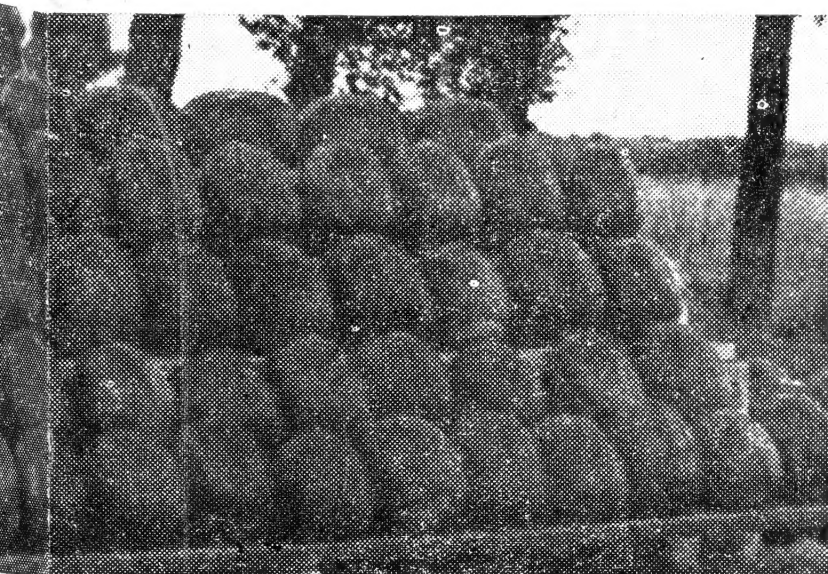
1500 Improved "M.M." Cantaloupe Seeds—
(plus over-run . . approximately 1600 Seeds

1500 Green Meated Cantaloupe Seeds—
(plus over-run) . . approximately 1600 Seeds

Total Seeds ----- 11000

Total cost per ounce, approximately $38\frac{1}{2}c$

Extra Fancy Melons



AT 15 COMPLETE PACKETS FOR \$10.00. YOU ARE PAYING APPROXIMATELY \$6.00 PER POUND, AND GETTING APPROXIMATELY 3200 CANTALOUPE SEED ABSOLUTELY FREE.

How to figure seed for planting

Figuring 650 watermelon hills to the acre:

-Planting 4 seeds to the hill:

15 Air Line Seed Packets contain approximately 7800 watermelon seed. Thus at 4 seeds to the hill, the 15 packets will plant **3 full acres** of watermelons.

The 3200 cantaloupe seeds which 15 Air Line packets contain, will plant—figuring 4 seeds to the hill, and planting the hills 7 ft. by 9 ft.—about three-fourths of an acre.

Thus for \$10.00, you can plant,—theoretically,—about 3 and $\frac{3}{4}$ acres of watermelons and cantaloupes, at a cost of about \$2.75 per acre. However, it is much safer to figure a bit more liberally in case more than 4 seeds are dropped per hill, and in order to have sufficient seed to replant such hills as fail to show up, for one reason or other.

NOW LOOK BACK AT OUR TEST PLOT FIGURES. DO A LITTLE FIGURING FOR YOURSELF. FIGURE HOW MANY EXTRA TONS OF MELONS, HYBRID SEED WILL PRODUCE OVER "ORDINARY" SEED. FIGURE THE LITTLE DIFFERENCE IN COST OF OUR HYBRID SEED AND "ORDINARY" SEED. WE BELIEVE YOU WILL SEE AT ONCE, THE GOOD SENSE IN PLANTING HYBRID.

The 1948 seed catalogue put out by perhaps the largest melon seed distributor in the United States, lists their better "ordinary" watermelon seed at \$3.00 per pound for "stock seed" (85c per oz.), and \$6.00 per pound for machine threshed "No. 1" seed—(50c per oz.) **THINK IT OVER WHEN ORDERING YOUR MELON SEED THIS YEAR.**

WHAT OUR CUSTOMERS SAY:

FROM LETTERS IN OUR FILE, AND OPEN FOR INSPECTION TO INTERESTED PERSONS

Please send me a package of your seed. I had such good luck with your melons last year, I don't like to plant any other.—Kentucky.

Enclosed find \$10.00 for your 15 Complete Air Line Seed Packets. We tried your melon seed last year, and it sure was swell.—Minnesota.

Our melons did extra well last year. They sure made a hit in this country. We have a short season—elevation 6000 ft. Enclosing \$5.00 for 7 Complete Air Line Seed Packets.—Colorado.

Enclosed find \$3.00 for 4 complete seed packets. I am ordering early as we ordered too late last year. We were surely well pleased with your former seeds. — Virginia.

They made the biggest melons ever seen here, and the best I ever ate.—Alabama.

I sent you \$1.00 for your seed assortment last year, and am sure glad I did. They are the best that can be found. They are everything you say and more. They can stand more dry weather, which is important here. They are more productive, sweet, and grow more perfect in shape. I am sending \$5.00 for seed this year.—South Carolina.

Last year I sent and got \$1.00 worth of your seed. No rain here from the 10th of June till the 10th of September, but I sold \$100.00 worth. All nice melons. The rest of my garden didn't amount to much.—Nebraska.

More than pleased with your wonderful melons. Everyone thought they were delicious. Had swell muskmelons too. Watermelons up to 66 pounds. They are the only kinds to plant. Send \$3.00 seed this year.—Ohio.

Believe I had the finest patch of melons ever grown in the state of Michigan. Only had ½ acre, but sold \$228.95 and gave away a lot of them. Had melons as large as 70 lbs. Send 4 packets this year.—Michigan.

Finest we ever raised.—Idaho.

Had the biggest average size we ever raised. Planted regular standard kinds too, and never got a melon from them. Send me a pound of your Air Line Hybrid.—Iowa.

Can truthfully say I never saw nicer melons than I raised last year. Folks hereabouts praised them highly.—South Dakota.

Took 1st prize at the county fair. Had 50 pounders. My neighbor with ordinary seed raised 17 pounder for his biggest. Folks thought I "fed" my vines, but I didn't.—Ohio.



(By Permission)

Since we praise the Air Line Hybrid melons so highly, we think it is no more than right that we should tell you about our wonderful results. We planted 25 acres, of which 8 were Air Line Hybrids. The Hybrids were far superior to the other melons, both in quality and size. No small melons, and none were defective. We had melons as high as 96 pounds. Enclosed is a picture showing 30 Air Line Hybrid melons—average weight—77 lbs. Dad had to tip-toe to look over the top. Sincerely, Everett Wood & Son, Bedford, Indiana. R. 1. (Growers of melons for 15 years.)

Please send \$3.00 worth of seed. We grew your seed last year, and the melons were the largest and best we ever grew.—Michigan.

Had melons up to 70 lbs.—just one acre, but sold \$455.00 from that acre.—Missouri.

Have grown your seed for 3 years, and have grown them as high as 90 pounds. With your \$1.00 assortment, we raise all we can eat, and have some to sell.—Kentucky.

My biggest Air Line Hybrid weighed 65 lbs., and my biggest hybrid Jumbo weighed 71 lbs. Folks here couldn't believe I grew them in this country. Enclosing \$5.00 for seed this year.—South Dakota.

Took 1st and 2nd prize at County Fair with melons from your seed. Two acres netted me about \$500.00. Enclosed find \$10.00 as I plan to plant more this year. You may use my letter.—J. S. Burgan, Fulton, Mo.

Best tasting melons anyone ever raised in this territory.—West Virginia.

Your melons were fine. Much larger and sweeter than 8 other varieties we planted and also about a week earlier.—Illinois.

Our melons were planted late, but were large and good almost to Xmas time. Want extra seed for two friends who are ordering with us, and who thought they were the

best they ever ate. You may use my name if you wish.—Frank L. Taylor, R. 1, Kendallville, Indiana.

Am sending \$10.00 for seed this year. Last year's seed certainly did most excellent.—Wisconsin.

Enclosing check for \$8.00. Tried your seed last two years. Am convinced your seed is far superior to anything else. I planted other kinds and they hardly amounted to anything. Your hybrids outgrew them, and the flavor and size was beyond comparison.—Iowa.

Want to tell you about our fine melons from your last year's seed. I never raised such nice, big and good ones. Had lots of them weighing 75 lbs. Our neighbors thought we "did" something. After using all we wanted, and giving lots of them away, we sold \$40.00 worth — all from our dollar's worth of seed.—Nebraska.

Enclosed find \$5.00 for seed. Did we ever have melons? Lots of them up to 50 lbs.—Minnesota.

Have grown your melons two years. They are the finest and largest we ever grew. Enclosed find money order for \$12.00—Tennessee.

Had many compliments from neighbors on quantity, quality and size of your hybrid melons. Enclosing \$3.00.—Oklahoma.